



ASME

SETTING THE STANDARD

ASME FY 2012 Enterprise Balanced Scorecard

Report to the Board of Governors

November 13, 2010

(V.10.19.10)

Approved by the BOG – 11.13.10



FY 12 Enterprise Scorecard

ASME will be the essential resource for mechanical engineers and other technical professionals throughout the world for solutions that benefit humankind

Global Impact

ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world

Engineering Workforce Development

ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.

Energy

ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.

Stakeholders

S1 Increase ASME's impact around the Globe

S2 Increase the exposure of pre-college students to engineering

S3 Expand ASME energy technology resources

S4 To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities

Internal

I1 Generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life.

I2 Expand global engineering workforce training (especially in energy related sectors)

I3 Lead/support development of technically sound energy policies In the United States

Learning & Growth

L1 Develop strategic alliances to help solve challenges in the developing world (especially energy poverty)

L2 Develop and launch expanded asme.org capabilities in phases

Financial

F1 Run an efficient and financially successful operation



Strategic Intent – Global Impact

Short Version

ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.

Statement

ASME will collaborate to develop and provide locally relevant engineering knowledge and expertise that positively impacts the quality of life throughout the world. We will achieve this objective through standards, certification, training, technical information, networking, alliances and advocacy.

Global Impact – ASME will collaborate to develop and provide locally relevant engineering resources that advance public safety and quality of life throughout the world.

<i>Long Term Objectives</i>	<i>FY12 Objectives</i>	<i>Measures</i>	<i>Targets</i>
Work with others to generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life	I1 - Generate locally relevant engineering knowledge and expertise that enhances public safety and quality of life	I1 - Global Impact Index	I1 - Increase overall GII by 3%
To be recognized as the world's primary collaborative source of technical information	S1 - Increase ASME's impact around the Globe	S1 - Use Conformity Assessment as the overall indicator	S1 - 8% overall growth outside US
To be the catalyst that enables engineers to help improve the world	See L1	See L1	See L1

Unless otherwise indicated all targets using an FY11 baseline; Measures & Targets to be reviewed in Spring 2011



Strategic Intent – Engineering Workforce Development

Short Version

ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages.

Statement

ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages. We will achieve this by promoting public awareness of the value of the engineering profession, expanding the capacity of the engineering workforce, improving retention in the profession and ASME, and increasing technical competency.

Engineering Workforce Development – ASME will foster a broader, competent, vibrant and more diverse engineering workforce with sustained engagement in ASME over all career stages

<i>Long Term Objectives</i>	<i>FY12 Objectives</i>	<i>Measures</i>	<i>Targets</i>
To increase exposure of pre-college students to engineering	S2 - To increase the exposure of pre-college students to engineering	S2 - Use of engineering principles in K-12 education	S2 - Introduce engineering principles to K-12 students or into school curricula in three states
To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities	S4 - To be a leading facilitator in connecting students worldwide with problem or team based learning and global service opportunities	S4 - Number of students participating worldwide in ASME problem or team based learning and global service project opportunities	S4 - 15% increase over the FY11 baseline
To be a leading global engineering workforce training provider	I2 - To expand global engineering workforce training (especially in energy related sectors)	I2 - Use of ASME training courses for the practicing global technical workforce	I2 - 10% increase over the FY11 baseline in participants in energy – related courses

*Unless otherwise indicated all targets using an FY11 baseline;
Measures & Targets to be reviewed in Spring 2011*

Strategic Intent – Energy

Short Version

ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies.

Statement

ASME will serve as an essential energy technology resource for business, government, academia, practicing engineers and the general public and as a leading energy policy advocate. As a credible unbiased voice, ASME will be a key source of energy technology information and standards. We will achieve this by leveraging our knowledge-based communities, expanding our energy portfolio, building a more effective energy workforce, and supporting technically sound energy policies in the U.S. and other areas of the world.

Energy – ASME will serve as an essential energy technology resource and a leading advocate for technically sound energy policies

<i>Long Term Objectives</i>	<i>FY12 Objectives</i>	<i>Measures</i>	<i>Targets</i>
To serve as an essential energy technology resource for industry, government, academia and the general public	S3 - Expand ASME energy technology resources	S3 - Number of ASME products, programs and services addressing energy technologies, including fossil; nuclear; and renewable	S3 - 20% of product portfolio for the energy sector is new/updated compared to prior year's portfolio
ASME is recognized as a leading advocate for technically sound energy policies in the US and other areas of the world	I3 - Lead/support development of technically sound energy policies in the United States	I3 - Growth in the ASME Public Policy Index for Energy	I3 - 10% growth in ASME Public Policy Index For Energy
To enable our stakeholders to help solve energy challenges in the developing world	See L1	See L1	See L1

*Unless otherwise indicated all targets using an FY11 baseline;
Measures & Targets to be reviewed in Spring 2011*



Learning & Growth / Financial – ASME will grow the organization utilizing new, updated and expanded resources while maintaining a fiscally sound financial foundation

<i>FY12 Objectives</i>	<i>Measures</i>	<i>Targets</i>
L1 – Develop strategic alliances to help solve challenges in the developing world (especially energy poverty)	L1 - Solutions posted on E4C	L1 - Target TBD after E4C launch Q3 FY11 (we need to establish a baseline after E4C launch)
L2 - Develop and launch expanded asme.org capabilities in phases	L2 - Increase number of web visits	L2 - For FY12 a 15% increase in web visits over FY11.
F1 - Run an efficient and financially successful operation	F1 - Operating net, actual vs. budget	F1 - meet or exceed enterprise bottom line annual budget

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Measures & Targets to be reviewed in Spring 2011*





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